



# PERSONAL BRANDING

## TELLING YOUR STORY

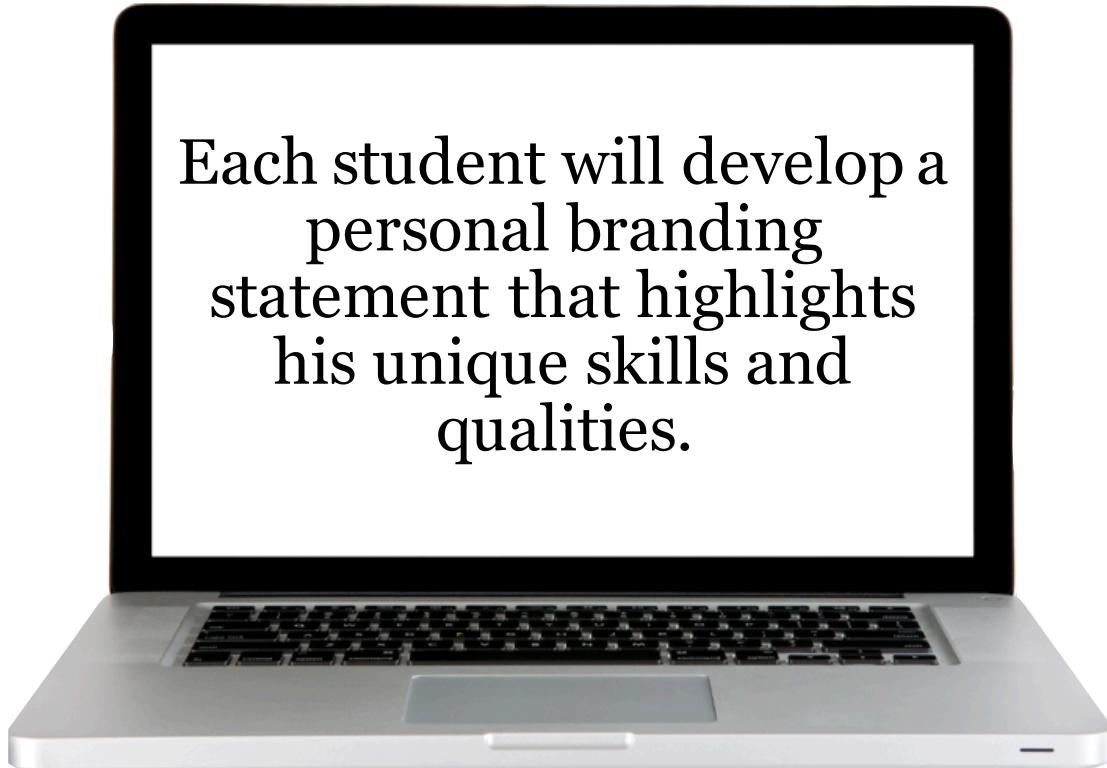
Julie Carroll, Outcomes Lead  
General Assembly

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**PERSONAL BRANDING**

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# **LEARNING OBJECTIVES**



**PERSONAL BRANDING**

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# **PERSONAL BRANDING**



# **STRONG PERSONAL BRANDING**



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# **WHEN YOU'LL USE IT**

## **Personal Branding Statement**

A 30-second elevator pitch that you can tell someone when they ask you “So, tell me about yourself.”

*In writing: Summary statement on your resume.*

## **Your Story**

An expanded version of your statement that you would share at networking events and job interviews.

*In writing: Summary statement on your LinkedIn profile + other accounts.*

## Facts tell, stories sell.

The human brain is designed to remember stories with emotional impact.



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**PERSONAL  
BRANDING**

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# **CRAFTING YOUR STORY**

# SELF-REFLECTION: YOU, THE PROFESSIONAL

**Core Values** → What are your fundamental beliefs and guiding principles?

**Passions** → What motivates and intrigues you?

**Vision** → What does your ideal career look like?

**Strengths** → What are your best characteristics and skills?

**Uniqueness** → What sets you apart?

# DEVELOPING YOUR STORY

Take a few moments to answer these questions. **Be yourself!**

**Who are you?** → What basic facts should people know? How do others describe you?

**What makes you awesome?** → What are your unique strengths? What value do you bring to teams and companies?

**Where are you going?** → What will you do next? How will you make an impact? #focusonwhereyouaregoingnotwhereyou'vebeen

# **EXAMPLE BRANDING STATEMENT: SPOKEN**

I'm a UX Designer with a background in childhood education, so I like designing apps for children and teachers. I've spent the last four years in public schools empathizing with teachers and children who struggle with technology. I believe that having empathy and listening to others is my biggest strength, which is why I'm so enthusiastic about user experience design! This is because I like working with others to come up with simple, beautiful, and creative solutions specifically for the user. Now I'm looking for the best way to position myself to work for a mission-driven company where I can really make a strong impact on my community through effective design.

# **EXAMPLE BRANDING STATEMENT: WRITING**

I was renovating houses in Seattle when a friend sent me a link to a online course in Python, along with a simple message: "I think you'd be good at this." Three months, one Harvard summer class and one General Assembly immersive program later, I think it's safe to say that my friend was right. Programming is my long-undiscovered passion, and I have taken to writing code like a fish to water.

I am an efficient, resourceful problem solver. I love developing new systems. I love to collaborate, helping to make the most of diverse talents within a group through quiet leadership. I make serious work joyful through tactful application of humor and frequent celebration of small victories. In every aspect of my life, I am devoted to leaving things better than I found them.

In addition to my recent, intensive training as a full-stack web developer, I have worked as a teacher, a researcher, a production carpenter, and a project manager. This broad base of experience proves my adaptability, an essential skill in the fast-changing world of development.

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► DEVELOPING YOUR NETWORK

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# ACTIVITY: GIVE YOUR ELEVATOR PITCH

# PRACTICE, PRACTICE, PRACTICE

**Let's say you're at a networking event.** Introduce yourself to someone. Work off of your Personal Branding Statement.

**Time for elevator pitches!**



## **ASSIGNMENTS – DUE IN GOOGLE DOC**

- Craft a compelling Personal Branding Statement – submit this a day before Outcomes
- Review 2 colleagues' PBSs – due by next Outcomes



# DIGITAL PRESENCE

## SELLING YOUR STORY

Julie Carroll, Outcomes Lead  
General Assembly

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DIGITAL PRESENCE

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# GITHUB (WDI ONLY)



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## DIGITAL PRESENCE - GITHUB

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# GITHUB IS YOUR CODE PORTFOLIO

- Sometimes Github is all you need to prove you are a strong developer.
- Keep it clean and neat, and always be adding to it!
- At the end of the course, have your colleagues star your top repositories.

# DIGITAL PRESENCE - GITHUB

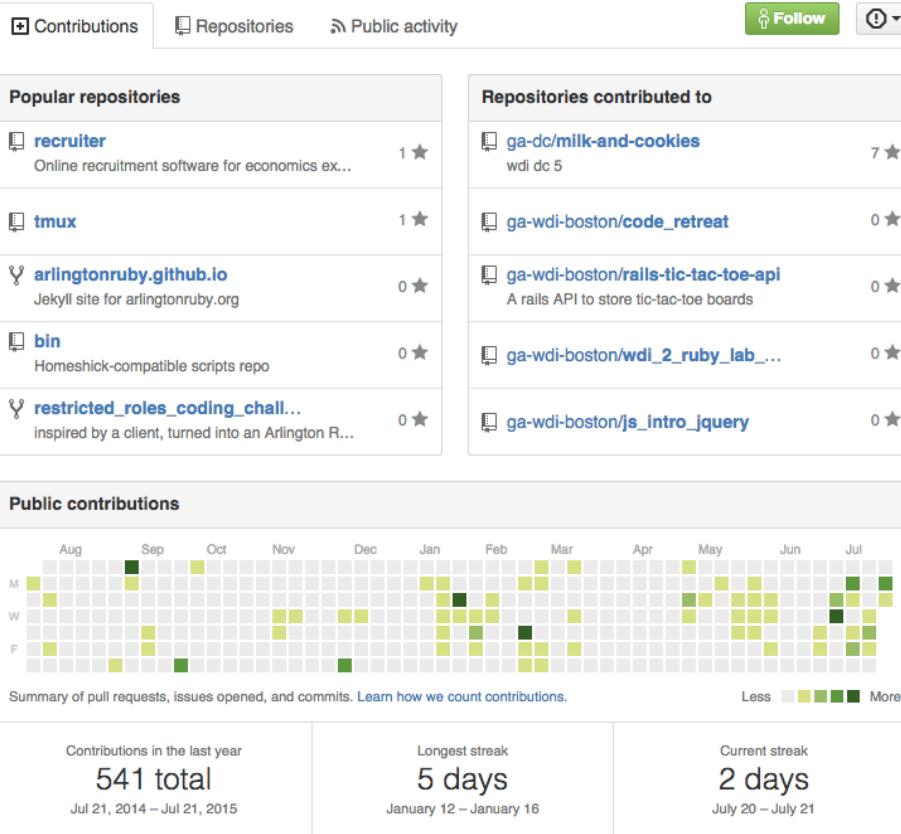


**Jeffrey Horn**  
jrhorn424

General Assembly  
Boston, MA  
[jeff@jrhorn.me](mailto:jeff@jrhorn.me)  
<http://hello.jrhorn.me>  
Joined on Sep 5, 2010

**44**  
Followers    **1.6k**  
Starred    **118**  
Following

## Organizations



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DIGITAL PRESENCE

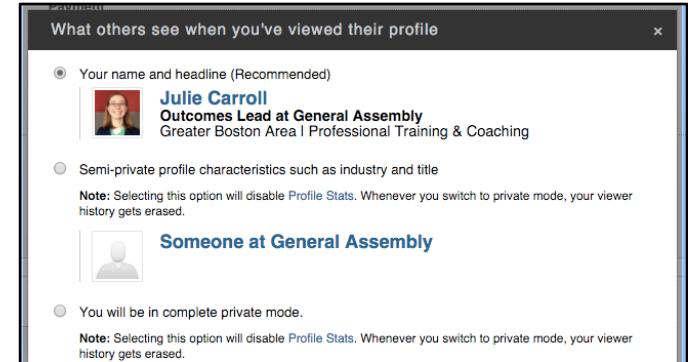
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# LINKEDIN



# TURN OFF ACTIVITY BROADCASTS (DO NOW)

- “Sharing profile edits”
  - Pros and cons?
- “Profile viewing options” aka LinkedIn stalking.
  - Pros and cons?



- ACCOUNT & SETTINGS
  - PRIVACY & SETTINGS
  - PRIVACY CONTROLS

## HEADSHOT + HEADLINE



**Chris Kruger**  
Data Scientist at SmarterTravel (TripAdvisor)  
Greater Boston Area | Marketing and Advertising  
  
Current      SmarterTravel, a TripAdvisor Company, UManuals  
Previous    MarketShare, Backstop Solutions Group  
Education     Cornell University

[Send a message](#) [Endorse](#) 1st 454 connections



**Dan Huddell**  
Full Stack Web Developer  
Greater Boston Area | Computer Software  
  
Current      Freelance  
Previous    General Assembly, LogMeIn, Medford Public Schools  
Education     General Assembly

[Send a message](#) [Endorse](#) 1st 381 connections



**Natasha Lloyd**  
UX Designer / Instructor  
Greater Boston Area | Design  
  
Current      General Assembly  
Previous    SAP, Inxight Software, clinivation, Inc.  
Education     Worcester Polytechnic Institute

[Send a message](#) [Endorse](#) 1st 318 connections



**Venita Subramanian**  
UI/UX Designer at Fidelity Investments. Passionate about design, technology and entrepreneurship.  
Greater Boston Area | Design  
  
Current      Fidelity Investments  
Previous    GrabCAD, a Stratasys company, Vooglo, Independent Contractor  
Education     University of Leeds

[Connect](#) [Send Venita InMail](#) 2nd 500+ connections

# CONTACT INFORMATION

- List your email address
- Include links here (and elsewhere on Profile)



# CUSTOMIZE YOUR URL



1. Click ‘Edit Profile’ under Profile tab
2. Under your headshot, there is a URL and a gearwheel next to it
3. On the right side, Under ‘Your Public Profile URL’; click the pencil to edit your URL

# SUMMARY

## Based off your Personal Branding Statement!

- Draw from your Personal Branding Statement: Who are you? What makes you awesome? Where are you going?
- VERY important part of your profile – recruiters read this first.
  
- ***Drive traffic to your portfolio.***
- Write in first person
- Show your personality
- Writing the perfect LinkedIn Summary

# EXAMPLES

- [3 Amazing LinkedIn Summaries](#)
- [How to Write a LinkedIn Summary](#)
- [Put a Human Voice in your LinkedIn Summary](#)

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## LINKEDIN – THE IMPORTANT STUFF

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# EXPERIENCE

- NOT a resume! Keep it skimmable.
- Full time work, internships, part time jobs, etc.
- Keep it relevant – remove old stuff.
- Use bullet points or short sentences
- Highlight accomplishments, not just responsibilities.
- Ask for and provide recommendations from supervisors.
- Optimize for searchability using **keywords**

# WHERE TO PUT GENERAL ASSEMBLY?



EXPERIENCE

&



EDUCATION

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## LINKEDIN – THE IMPORTANT STUFF

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# GA – ADD A CERTIFICATE

- Use these links to automatically add any FT or PT course at GA.

[Digital Marketing Circuit](#)

[HTML, CSS, and Web Design Circuit](#)

[Data Analysis Circuit](#)

[User Experience Circuit](#)

[JavaScript Circuit](#)

[WDI Remote](#)

[Front End Web Development Part-Time](#)

[Data Analytics Part-Time](#)

[Data Science Part Time](#)

[Digital Marketing Part-Time](#)

[JavaScript Development Part-Time](#)

[Product Management Part-Time](#)

[User Experience Design Part-Time](#)

[Visual Design Part-Time](#)

[Android Development Immersive](#)

[Data Science Immersive](#)

[iOS Development Immersive](#)

[User Experience Immersive](#)

[Web Development Immersive](#)

## GA - EXPERIENCE

- Focus on your **accomplishments** and **projects**, as you would describe a job

Be sure to use the word “Immersive” somewhere. This looks like a UX Designer who works at GA!

### User Experience Strategy and Design

General Assembly

September 2015 – November 2015 (3 months) | Greater Boston Area

10-Week Career Accelerator Program in User Experience Design

- Conduct user and task analyses to identify opportunities to improve user experience
- Synthesize research findings into meaningful recommendations and actionable results
- Investigate and resolve user experience issues through evaluation and testing
- Create wireframes, process maps, functional specifications, prototypes and other artifacts to describe the intended user experience
- Apply user personas and scenarios to develop relevant process and user flow models
- Participate in the creation of rapid prototypes to illustrate a service or application
- Utilize visual design in order to make beautiful digital products



## GA – EXPERIENCE EXAMPLES

**Be clear that this a  
training program  
where you created  
real-world projects.**

### User Experience Designer

General Assembly User Experience Design Immersive

March 2015 – May 2015 (3 months) | Greater Boston Area

General Assembly's User Experience Design Immersive focuses on transforming students into capable, driven Designers over an intensive 10 week period. The program includes numerous collaborative projects and real-world client work. After 3 years as a Product Manager and Sales Engineer, I enrolled because I want to switch careers and focus on designing user-centered experiences and products.

+ I collaborated with a team to design a new shopping and checkout feature for Drizly – a Boston startup specializing in on-demand alcohol delivery. The design team collaborated with Drizly's head of design to refine scope and goals, and design a final solution that fit inside Drizly's branding. As Project Manager, I wrangled all client communications, meeting agendas, and project updates.

+ Over the course of 10 weeks at GA, I collaborated with three teams, and produced 4 distinct projects, each completed in 2 weeks. Each project built on a full cycle design process, from User Research and Competitive Analysis, to Sketching, to Wireframing, to Prototyping and User Testing.

### Web Development Immersive Student

General Assembly

January 2016 – Present (4 months) | Boston, MA

12-week 600+ hour course focusing on building projects using JavaScript, jQuery, AJAX, Ruby, Ruby on Rails, PostgreSQL, node.js, handlebars, HTML, CSS, Sass.



## GA - EDUCATION

- Describe the 12-week program, the certificate you earned, and skills.



Education

**General Assembly**

User Experience / User Interface

2015



Completed a 10-Week ( 500~ hour), project-based training program focusing on user research, interaction design User Interface, Visual Design, Prototyping, Testing, and Client management. At the end of the program we were given real clients to work with over a 3 week period of time which affirmed our mastery in User Experience Design.

## ADD PROJECTS + MEDIA

➤ Add your GA projects!!!

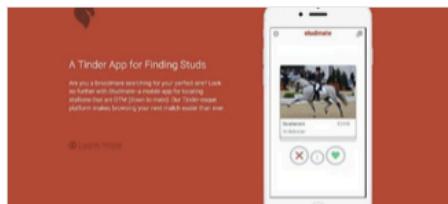
1. Select “edit” on your profile
2. Add more sections, such as Projects, Publications, etc.
3. Look for “Add Media” prompts.
4. Make sure your portfolio and other websites are easy to find.

### Web Development Immersive Student

General Assembly

November 2014 – March 2015 (5 months) | Greater Seattle Area

- Full-stack experience in JavaScript, Ruby on Rails, AngularJS, HTML5 and CSS3.
- Worked on individual, pair programming and team based week-long projects.



Studmate App - <http://clairelyles.com/studmate>



OutFitted App - <https://outfitted.herokuapp.com>



 **Projects**

This helps show your skills, experience, and people you've worked with.

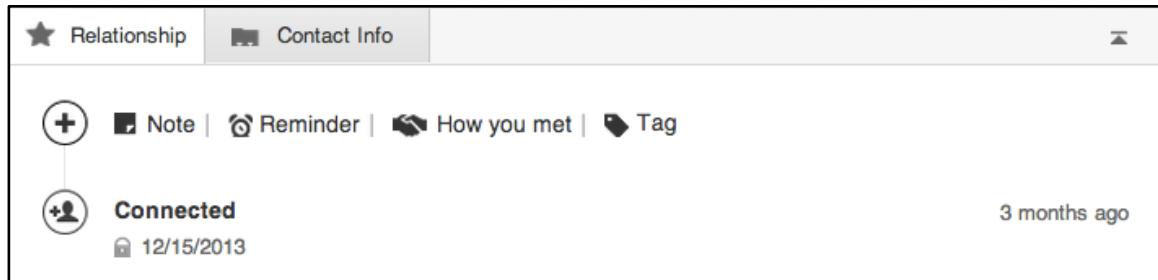
**Add projects**

Add Media:  Document  Photo  Link  Video  Presentation

# CONNECTING ON LINKEDIN

- Connect within 24 hours
- Send a personalized note (beware on mobile)
- Accepting requests from strangers?
- [How to get to 500+ connections](#)

**Keep up with your  
network via the  
“Relationship” tab**



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## DIGITAL PRESENCE & TOOLS

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**LET'S GET THAT  
LINKEDIN  
LOOKING GOOD!**



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## DIGITAL PRESENCE & TOOLS

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# LET'S MAKE SOME FRIENDS!

- Browse the General Assembly [University Page](#)
- Join the GA Alumni [LinkedIn Group](#)
- Connect with all of your GA colleagues + instructors



## **ASSIGNMENTS – DUE IN GOOGLE DOC**

- Update headshot + headline
- Include a compelling summary
- Fill out Experience + Education sections
- Customize URL, adjust privacy settings
- Add projects and media
- Work toward 500+ connections (ongoing)
- Participate in the conversation (ongoing)

# Q&A & MORE SLIDES

Exit ticket: <https://ga-research.typeform.com/to/tKqUa1>

# MORE RESOURCES

- [Visual guide to your complete LinkedIn profile](#)
- [35 steps to mastering LinkedIn](#)
- [Leveraging LinkedIn to Change Careers](#)
- [How to Attract Recruiters to your LinkedIn Profile](#)
- [Tips for a #WINNING Github Profile](#)

# GETTING THE MOST OUT OF LINKEDIN

- Join relevant groups (JS devs, UMass grads, etc.)
- Follow your favorite companies
- Meet strangers and request informational interviews
- Use advanced search to find hiring managers
- Share, read, and comment on articles
- Search for jobs, and see who you know at the company

**Your Groups**

52 groups [Take a tour](#) [⚙️](#)

Group Name	Members	Description
.NET Developers	30	
Boolean Strings - The Internet Sourcing Community	2	
Business on Rails	3	
Business Today - Online Community to connect Business...	1	
Code Poets - SDE SDET	1	
College of Business and Economics, University of Idaho	1	

**Following**

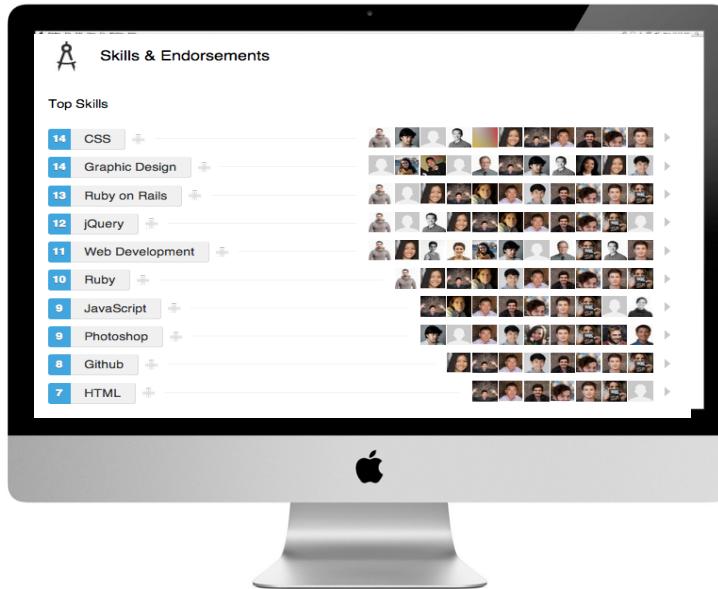
**Influencers**

	<b>Bill Gates</b> Co-chair, Bill &... ✓ Following
	<b>Arianna Huffington</b> President and... ✓ Following

**Search for jobs**

 Junior Web Developer

# SKILLS + ENDORSEMENTS



- Make sure you have the skills that are most relevant to your job search at the **top**
- Endorsements are helpful, not critical

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 GENERAL ASSEMBLY

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# DEVELOPING YOUR NETWORK

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## DEVELOPING YOUR NETWORK

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# DO I HAVE TO?

***Five-finger check: How excited are you about networking?***

*5 = So excited I might pee my pants*

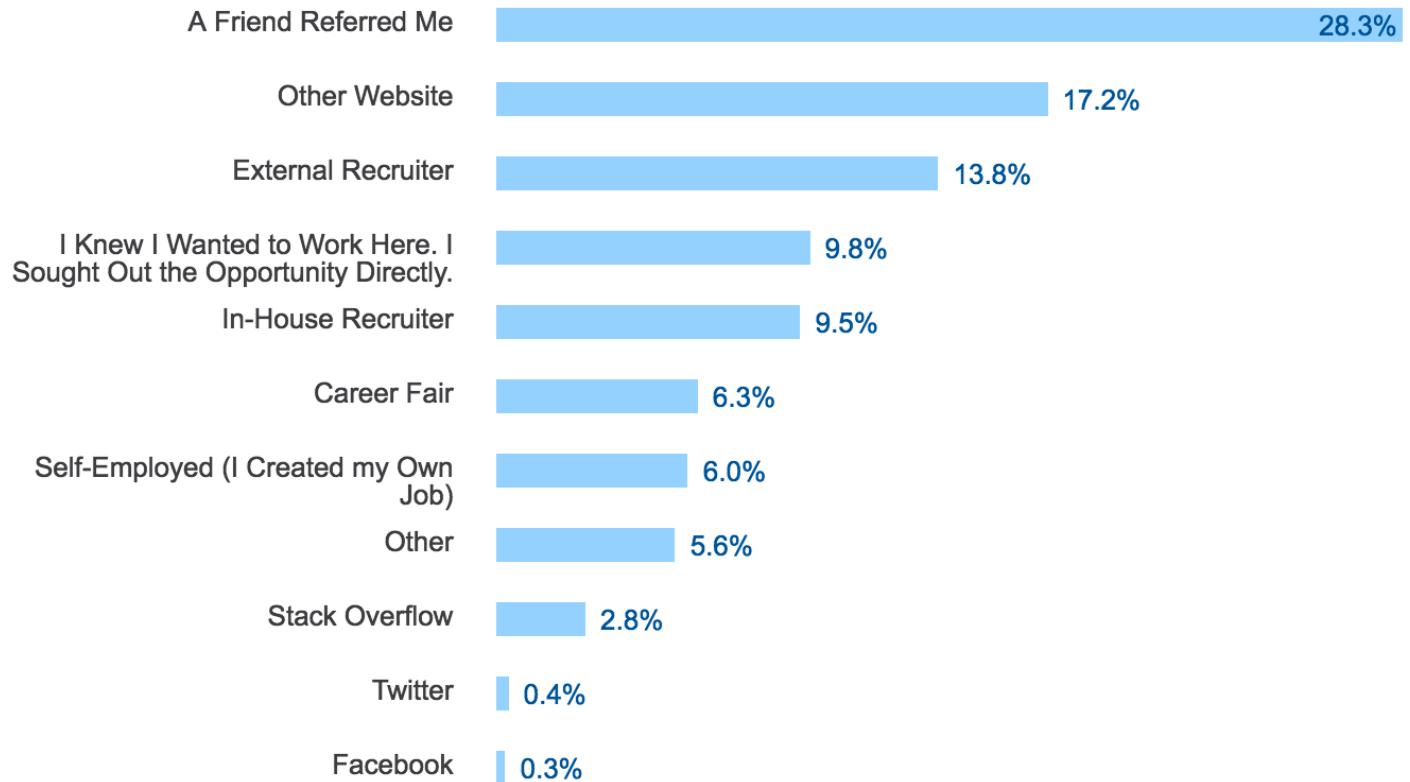
*1 = So terrified I might pee my pants*

# NETWORKING ADVANTAGES AND CHALLENGES

- Best way to find a job – **in the long run**
  - Find a job with a company and people you really like
  - Job ads draw too many applicants (250 apps average)
  - Many jobs are filled before advertising (up to 80% never posted)
- Challenges
  - What challenges do you face in networking?

## Source

*StackOverflow*



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**DEVELOPING YOUR NETWORK**

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# **NETWORKING ADVICE**

# DON'T BE THIS GUY

●●●● AT&T LTE 10:20 PM 67%

Michael [REDACTED]  
Student at Northern Arizona University-The W. A....  
2 d

I am open to opportunities in the Washington, DC; Seattle, WA; Boston, MA; and Flagstaff, AZ areas, as well as abroad (Latin America, the Caucuses, or other regions). If you know of something that would be a good fit for my skills and experience, please let me know. Thanks!

1 Like

Like Comment Share

Home My Network Messaging Notifications Me

A close-up, low-angle shot of two people's hands clasped in a firm handshake. The person on the left is wearing a light-colored, ribbed long-sleeved shirt. The person on the right is wearing a red t-shirt. The background is a plain, light-colored wall.

# BUILDING STRONG RELATIONSHIPS

# BUILDING STRONG RELATIONSHIPS

- Networking is about relationships, not transactions
- Strong relationships have mutual value: Both parties see benefit in helping each other

**Pair + Share:** Talk about a time someone you know helped you advance your career

A close-up photograph of a man's face, looking directly at the camera with a wide-eyed, shocked expression. His hands are framing his face; the left hand is on the left side, and the right hand is on the right side, with a gold ring visible on the ring finger. The background is dark.

**KNOW YOUR LANDSCAPE**

# **UNDERSTAND YOUR NETWORKING LANDSCAPE**

- Keep a list of companies that you would like to work
- Join mailing lists (GA, BostInno, VentureFizz, Greenhorn Connect)
- Attend events to get to know people, companies, and Boston trends
- Leverage your existing network
- Look up your 2<sup>nd</sup> degree connections
- Live in the city where you job-seek



**WHEN IS IT TIME TO NETWORK?**

**ALWAYS. IT'S ALWAYS TIME TO NETWORK.**

# **MAINTAINING THE NETWORK**

## **It's always time for networking**

- Don't wait until you need something!
- Fruit snacks example
- Email, call, get coffee/ lunch/ go rock climbing
- Check in after a promotion, new job, news article ...

8 Steps To Build Relationships After A Networking Event

**AND YET...  
IT'S NEVER  
TOO LATE TO  
GET BACK IN  
TOUCH.**



A photograph of two men in business suits looking intently at a computer screen. The man on the left has dark hair and is wearing a dark suit. The man on the right has blonde hair and is wearing a light-colored suit. They are both looking down at the screen with serious expressions. In the background, there is a bookshelf filled with books and a wooden door. The word "INFO" is partially visible on a sign.

# INFORMATIONAL INTERVIEWS

# INFORMATIONAL INTERVIEWING

- A relationship-building strategy, for new or existing relationships
- How do you ask for one?
- What questions should you ask?
- **Do NOT** ask for a job
- **Do NOT** say, “If you hear of any jobs, please pass along my resume!”

[How To Land And Ace An Informational Interview](#)

[5 Tips for Non-Awkward Informational Interviews](#)

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DEVELOPING YOUR NETWORK

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# ACTIVITY: INFORMATIONAL INTERVIEW REQUEST

# INFORMATIONAL INTERVIEW REQUEST

Pick someone you know, or find a new relevant contact.

Draft an email requesting an informational interview.

Get feedback from colleagues and send it!



WERK IT



WERK DAT ROOM

# HOW TO WORK A ROOM

- Set goals, such as: “I’m going to meet 4 new people tonight” or “I’m going to introduce myself to the speaker or organizer.”
- Bring a friend, and step out of your comfort zone together.
- **Do NOT** ask for a job. Ask for advice.
- Know when to GTFO. “I’d love to keep chatting, but I’m sure you want to meet others. Can I get your card and follow up?” Or try the classic drink refill.

[48 Questions That'll Make Awkward Small Talk So Much Easier](#)

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**DEVELOPING YOUR NETWORK**

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# **ACTIVITY: FIND AN EVENT TO ATTEND**

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## DEVELOPING YOUR NETWORK

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# FIND AN EVENT TO ATTEND

### Event Listings

- GA Boston events
- Meetup.com groups
- VentureFizz, BostInno
- Boston TweetUp
- Greenhorn Connect
- StartHUB newsletter

### Share on Slack when you find a great event.

- It can be industry-specific, general networking, or skill-building.

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DEVELOPING YOUR NETWORK

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# OUTCOMES ASSIGNMENTS

## **OUTCOMES ASSIGNMENT**

- Find 1 event or meet-up to attend. Event must occur in the next month.
- Set up 2 informational interviews (1 person you know, 1 person you don't). Do outreach this week, schedule meetings for the next month.
- Deliverables: put info in Outcomes Google doc.

# Q&A & EXIT TICKET

Exit ticket: <https://ga-research.typeform.com/to/tKqUa1>